

Semester: 6	
Course : MCV	
Paper Title: Media–Society Relationship and Electronic Media	
Paper code: B3MV230611T	Credits: 4
Hours/week : 4	
Category: Core/MDC/SEC/VAC : Minor	
Theory / Practical / Composite : Theory	
No of Modules : 3	
Course Overview:	
<p>This course examines the dynamic relationship between media and society, focusing on how mass media operates within structures of power to shape public opinion, cultural norms, and social discourse in a globalised world. Students are introduced to key theoretical perspectives that explain media influence, control, and mediation, including normative theories of the press and models of communication.</p> <p>Building on this theoretical foundation, the course explores television and radio as major electronic media. Television is studied as a powerful medium of mass communication that influences social perceptions, narratives, and identities, particularly in the Indian context. Radio is examined for its enduring relevance, especially in development communication and its role in a developing country like India. The course aims to develop critical understanding of electronic media and their societal implications.</p>	
Course Outcome:	
<ol style="list-style-type: none"> 1) Remember: Key theories, concepts, and models explaining the relationship between media and society. 2) Understand: How mass media functions within social, political, and cultural power structures and influences public opinion. 3) Apply: Media theories to analyse television and radio content in social and cultural contexts. 4) Analyse: The role of television and radio in shaping social realities, public discourse, and development communication. 5) Evaluate: The impact of electronic media on society, culture, and democratic processes. 	

Prerequisites: *Basic knowledge about any prior course in media studies, journalism, or mass communication.*

SYLLABUS

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	<p>Media–Society Relationship</p> <p>Contents:</p> <ul style="list-style-type: none">● Normative Theories of the Press● Understanding the Concept of Public● Agenda Setting and Gatekeeping● Spiral of Silence● Propaganda Model of Communication● Diffusion of Innovations	4	CO1, CO2, CO3, CO4, CO5	KI, K2, K3,K4, K5
II	<p>Television</p> <p>Contents:</p> <ul style="list-style-type: none">● Evolution of Television● Characteristics of Television as a Medium of Mass Communication● Influence of Television in Indian Society● Storytelling and Content Generation for Television● Television Narratives: From Social Reality to Stereotypes			

III	<p>Unit III: Radio</p> <p>Contents:</p> <ul style="list-style-type: none"> ● Evolution of Radio ● Characteristics of Radio as a Medium of Mass Communication ● Role of Radio in Development Communication ● Significance of Radio in a Developing Country like India 			
Text Books				
1. Agarwal, V. B., & Gupta, V. S. (2012). <i>Handbook of Journalism and Mass Communication</i> . Concept Publishing Co. Pvt. Ltd.				
2. Kumar, K. J. (2020). <i>Mass Communication in India</i> . Jaico Publishing House, Mumbai.				
3. Jeffrey, R. (2010). <i>India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press</i> . C. Hurst & Co.				
Suggested readings				
1. Athawale, P. (2017). <i>Stay Tuned: The Story of Radio in India</i> . Indus Source Books.				
2. Moitra, M. (1969). <i>A History of Indian Journalism</i> . National Book Agency, New Delhi.				
3. Narula, U. (2022). <i>Communication Models</i> . Atlantic Publishers and Distributors.				
4. Singhal, A., & Rogers, E. M. (2001). <i>India's Communication Revolution: From Bullock Carts to Cyber Marts</i> . Sage, New Delhi.				
5. McQuail, D., & Deuze, M. (2020). <i>McQuail's Media and Mass Communication Theory</i> . Sage.				

Web Resources

1. [https://socialsci.libretexts.org/Bookshelves/Communication/Introduction to Communication](https://socialsci.libretexts.org/Bookshelves/Communication/Introduction_to_Communication)
2. <https://reutersinstitute.politics.ox.ac.uk/>
3. <https://www.studocu.com/in/document/jamia-millia-islamia/post-graduate-diploma-in-broadcast-journalism/radio-lecture-notes-12/23026484/>

Evaluation

- **Attendance:** 5 marks
- **Seminar / Assignments:** 5 marks
- **Mid-Semester Examination:** 20 marks
- **End-Semester Examination:** 70 marks
- **Total:** 100 marks

Paper Structure for Theory Semester Exam Module :

- Three long answers of **15 marks each** from an option of five questions
($3 \times 15 = 45$ marks)
 - Ten objective-type questions of **2 marks each** from an option of fifteen questions
($10 \times 2 = 20$ marks)
 - Five objective-type questions of **1 mark each** from an option of seven questions
($5 \times 1 = 5$ marks)
- OR**
- One short note of **5 marks** from an option of two questions

COs	CO Description	Cognitive Level
CO1	Remember: Key theories, concepts, and models explaining the relationship between media and society.	K1
CO2	Understand: How mass media functions within social, political, and cultural power structures and influences public opinion.	K2
CO3	Apply: Media theories to analyse television and radio content in social and cultural contexts.	K3
CO4	Analyse: The role of television and radio in shaping social realities, public discourse, and development communication.	K4
CO5	Evaluate: The impact of electronic media on society, culture, and democratic processes.	K5