

Semester	4
Course	Major
Paper Code	C2MV230411T
Paper Title	Media and Cultural Studies
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	2
Syllabus	<p>MODULE A</p> <ul style="list-style-type: none"> • The various schools in media and cultural studies. The Frankfurt school, Birmingham school, and others • Globalization, media flow, and culture <p>MODULE B</p> <ul style="list-style-type: none"> • The basic concepts regarding culture and modernity. Notions of mass culture. The concepts of ‘representation’, and ‘discourse’. • Critical readings of gendered bodies in contemporary visual culture.
Learning Outcomes	<ul style="list-style-type: none"> • Students will master Stuart Hall's Cultural Studies framework, applying it to critically analyze cultural phenomena. • To explore the intricate relationship between media and global flows • To understand the key concepts of culture, modernity, and representation. • To understand the concept of ‘body’ in the context of media texts.
Reading/Reference Lists	<ul style="list-style-type: none"> • Appadurai, A. (1996). <i>Modernity at large: cultural dimensions of globalization</i>. University of Minnesota Press. • Benjamin, W. (1972). A short history of photography. <i>Screen</i>, 13(1), 5-26. • Berger, J. (2008). <i>Ways of seeing</i>. Penguin Classics • Bhasin, K. (1993). <i>What is patriarchy?</i> Kali for Women. • Butler, J. (2011). <i>Bodies that matter: On the discursive limits of sex</i>. Taylor & Francis. • Chanter, T. (2006). <i>Gender: Key concepts in philosophy</i>. Bloomsbury Publishing.

	<ul style="list-style-type: none"> ● Chanter, T. (2000) Gender aporias. <i>Signs: Journal of Women in Culture and Society</i>. 25.4: 1237-1241. ● Das, A. (2012). <i>Toward a politics of the (im) possible: The body in third world feminisms</i>. Anthem Press. ● Durham, M. G. & Kellner D. (2001). <i>Media and cultural studies: keywords</i>. Blackwell. ● Dussel, E., Jameson, F., & Miyoshi, M. (1998). The Cultures of Globalization. " <i>Beyond Eurocentrism: The World-System and the Limits of Modernity.</i>", 3-3. ● Entry on 'Culture', 'Media', and 'Communication' from - Williams, R. (2014). <i>Keywords: A vocabulary of culture and society</i>. Oxford University Press. ● hooks, b. (2010). The oppositional gaze: Black female spectators. In: J. Belton, ed. <i>Movies and Mass Culture</i>. New Jersey: Rutgers University Press. pp. 247-265. ● Jameson, Fredric & Miyoshi, Masao. (1998). <i>The cultures of globalization</i> / edited by Fredric Jameson and Masao Miyoshi. Durham, N.C. : Duke University Press ● Kilbourne, J. (1979). <i>Killing us softly: advertising's image of women</i>. (Video lecture). ● Lull, J. (1995). <i>Media communication culture: a global approach</i>. Polity Press in association with Blackwell. ● Macdonald, D. (1953). A Theory of Mass Culture. <i>Diogenes</i>, 1(3), 1-17. https://doi.org/10.1177/039219215300100301 ● Mills, S. (2004). <i>Discourse</i>. Psychology Press. ● Moitra, S. (2002) <i>Feminist thought: Androcentrism, communication, and objectivity</i>. Munshiram Manoharlal Publishers. ● Procter, J. (2004). <i>Stuart hall</i>. Routledge ● Sundaram, R. (1999). <i>Recycling modernity: Pirate electronic cultures in India</i>. Third Text 13, no. 47 (1999): 59-65 ● Williams, R. (2018). The analysis of culture. In J. Storey, ed. <i>Cultural theory and popular culture: A reader</i>, 2. (5th ed.) Routledge. ● Wolf, N. (1995). <i>The beauty myth</i>. Royal NSW Institute for Deaf and Blind Children. 	
Evaluation	End Semester 70 CIA 30	Practical CA: Semester Exam:
Paper Structure for Theory Semester Exam	<p>Module A 2 question 15 marks each 1 question 5 marks</p> <p>Module B 2 questions out of 3 options - 10 marks each 1 compulsory question - 15 marks</p>	

