

MCV Semester IV SYLLABUS

| Semester: IV | | | | |
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| Course : Mass Communication and Videography | | | | |
| Paper Title: Media and Cultural Studies | | | | |
| Paper code: C2MV230411T | | | Credits: 4 | |
| Hours/week : 4 | | | | |
| Category: Core/MDC/SEC/VAC : CORE (Major) | | | | |
| Theory / Practical / Composite : Theory | | | | |
| No of Modules : 2 | | | | |
| Course Overview: | | | | |
| <p>This course introduces key schools of thought in media and cultural studies, focusing on influential traditions such as the Frankfurt School, the Birmingham School, and other critical frameworks. It explores how globalization shapes media flows and cultural exchange. Students will engage with foundational concepts of culture, modernity, mass culture, representation, and discourse, developing a theoretical understanding of how meaning is produced in society. The course also emphasizes critical analyses of gendered bodies in contemporary visual culture, enabling students to interpret media texts through gendered, cultural, and discursive lenses.</p> | | | | |
| Course Outcome: | | | | |
| 1. Remember major schools of media and cultural studies—such as the Frankfurt and Birmingham Schools—as well as key concepts like culture, modernity, mass culture, representation, and discourse. | | | | |
| 2. Understand how theories of media flow and globalization interact with cultural processes, and how representations and discourses surrounding gendered bodies in visual culture get created. | | | | |
| 3. Apply theoretical frameworks from media and cultural studies alongside concepts of representation and modernity to interpret contemporary media texts and cultural practices. | | | | |
| 4. Analyze the relationship between global media flows, cultural production, and the construction of gendered identities within visual and popular culture. | | | | |
| 5. Evaluate different critical approaches from major schools of cultural studies, assessing their usefulness in interrogating mass culture, representation, discourse, and gendered visual narratives. | | | | |
| 6. Create theoretically informed critiques, essays, or case studies that synthesize media-cultural theories with critical readings of gender, representation, and globalization in contemporary media. | | | | |
| Prerequisites: <i>Basic knowledge about any prior course</i> | | | | |
| SYLLABUS | | | | |
| UNIT/Module | CONTENT | HOURS or NUMBER OF CLASSES | CO Mapping | COGNITIVE LEVEL |
| I. | <ul style="list-style-type: none"> ● The various schools in media and cultural studies. The Frankfurt school, | 2 | CO1 CO2 CO3 CO4 | K1,K2,K3,K4.K5,K6 |

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| | <p>Birmingham school, and others.</p> <ul style="list-style-type: none"> ● Globalization, media flow, and culture. | | <p>CO5 CO6</p> | |
| II. | <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. | 2 | <p>CO1 CO2 CO3 CO4 CO5 CO6</p> | <p>KI,K2,K3,K4.K5,K6</p> |

Text Books

1. Chanter, T. (2000) Gender aporias. *Signs: Journal of Women in Culture and Society*. 25.4: 1237-1241.
2. Moitra, S. (2002) *Feminist thought: Androcentrism, communication, and objectivity*. Munshiram Manoharlal Publishers.
3. Entry on 'Culture', 'Media', and 'Communication' from - Williams, R. (2014). *Keywords: A vocabulary of culture and society*. Oxford University Press.

Suggested readings

- Appadurai, A. (1996). *Modernity at large: cultural dimensions of globalization*. University of Minnesota Press.
- Benjamin, W. (1972). *A short history of photography*. *Screen*, 13(1), 5-26.
- Berger, J. (2008). *Ways of seeing*. Penguin Classics
- Bhasin, K. (1993). *What is patriarchy?* Kali for Women.
- Butler, J. (2011). *Bodies that matter: On the discursive limits of sex*. Taylor & Francis.
- Chanter, T. (2006). *Gender: Key concepts in philosophy*. Bloomsbury Publishing.
- Chanter, T. (2000) Gender aporias. *Signs: Journal of Women in Culture and Society*. 25.4: 1237-1241.
- Das, A. (2012). *Toward a politics of the (im) possible: The body in third world feminisms*. Anthem Press.
- Durham, M. G. & Kellner D. (2001). *Media and cultural studies: keywords*. Blackwell.
- Dussel, E., Jameson, F., & Miyoshi, M. (1998). The Cultures of Globalization. " *Beyond Eurocentrism: The World-System and the Limits of Modernity.*", 3-3.
- Entry on 'Culture', 'Media', and 'Communication' from - Williams, R. (2014). *Keywords: A vocabulary of culture and society*. Oxford University Press.

- hooks, b. (2010). *The oppositional gaze: Black female spectators*. In: J. Belton, ed. *Movies and Mass Culture*. New Jersey: Rutgers University Press. pp. 247-265.
- Jameson, Fredric & Miyoshi, Masao. (1998). *The cultures of globalization*. edited by Fredric Jameson and Masao Miyoshi. Durham, N.C. : Duke University Press.
- Kilbourne, J. (1979). *Killing us softly: advertising's image of women*. (Video lecture).
- Lull, J. (1995). *Media communication culture: a global approach*. Polity Press in association with Blackwell.
- Macdonald, D. (1953). A Theory of Mass Culture. *Diogenes*, 1(3), 1-17.
<https://doi.org/10.1177/039219215300100301>
- Mills, S. (2004). *Discourse*. Psychology Press.
- Moitra, S. (2002) *Feminist thought: Androcentrism, communication, and objectivity*. Munshiram Manoharlal Publishers.
- Procter, J. (2004). *Stuart hall*. Routledge.
- Sundaram, R. (1999). *Recycling modernity: Pirate electronic cultures in India*. *Third Text* 13, no. 47 (1999): 59-65.
- Williams, R. (2018). The analysis of culture. In J. Storey, ed. *Cultural theory and popular culture: A reader*, 2. (5th ed.) Routledge.
- Wolf, N. (1995). *The beauty myth*. Royal NSW Institute for Deaf and Blind Children.

Web Resources

1. <https://monoskop.org/Monoskop>

2. <https://shodhganga.inflibnet.ac.in/>

3. <https://archive.org/>

Evaluation

CIA: 20 + 5 MARKS

END-SEMESTER: 70 marks

Paper Structure for Theory Semester Exam Module:

Module A

2 question 15 marks each

1 question 5 marks

Module B

2 questions out of 3 options - 10 marks each

1 compulsory question - 15 marks

Course outcomes (COs) and Cognitive Level Mapping

| COs | CO Description | Cognitive levels |
|-----|--|------------------|
| CO1 | Remember major schools of media and cultural studies—such as the Frankfurt and Birmingham Schools—as well as key concepts like culture, modernity, mass culture, representation, and discourse. | K1 |

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|------------|--|----|
| CO2 | Understand how theories of media flow and globalization interact with cultural processes, and how representations and discourses surrounding gendered bodies in visual culture get created. | K2 |
| CO3 | Apply theoretical frameworks from media and cultural studies alongside concepts of representation and modernity to interpret contemporary media texts and cultural practices. | K3 |
| CO4 | Analyze the relationship between global media flows, cultural production, and the construction of gendered identities within visual and popular culture. | K4 |
| CO5 | Evaluate different critical approaches from major schools of cultural studies, assessing their usefulness in interrogating mass culture, representation, discourse, and gendered visual narratives. | K5 |
| CO6 | Create theoretically informed critiques, essays, or case studies that synthesize media-cultural theories with critical readings of gender, representation, and globalization in contemporary media. | K6 |