

Syllabus template

Semester: VII				
Programme : Sociology				
Course : Media & Society				
Paper code: C4SO230731T			Credits: 6	
Hours/week : 4 hours/week				
Category: Core/MDC/SEC/VAC : Core				
Theory / Practical / Composite : Theory				
No of Modules : 2				
<p>Course Overview: This course engages students with some of the canonical texts from Media studies to understand the intimate relationship between media technologies and (post) modern societies. The course will equip students to understand the grammar of representation by allowing them to read films sociologically with particular emphasis on how media is constitutive of gendered, raced, classed and heteronormative social environments. The course will enable students to understand the ‘mediatization’ of contemporary society with particular emphasis on social media and its ramifications on our everyday life. Students will also learn how the political economy of the media has ushered the global world into the domain of ‘post-truth’ and ‘fake’ ‘viral’ realities in order to understand media both as a tool of propaganda as well as of resistance.</p>				
Course Outcome:				
1. Recognize the theoretical frameworks to study media.				
2. Interpret the language of representations in films and documentaries sociologically.				
3. Implement theoretical understanding in analyzing different forms of media.				
4. Examine the political economy of the media in order to understand the domain of ‘post-truth’, ‘fake’ & ‘viral news’ and media as propaganda.				
5. Evaluate the ‘mediatization’ of contemporary society with particular emphasis on ‘social’ media and AI.				
6. Develop a nuanced understanding of independent films, documentaries and independent media as a ground for formulating media as a site of resistance.				
Prerequisites:				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	Module I 1. <u>Theorising Media : Critical Perspectives</u> 2. <u>‘Social’ Media and AI</u>	2 hours/week	CO1 CO2 CO3 CO4 CO5 CO6	K1 K2 K3 K4 K5 K6
II.	Module II 3. <u>Reading Films</u>	2 hours/week	CO1 CO2	K1 K2

	<p>4. Media Today:</p> <p>a) Media as Propaganda</p> <p>b) Media as Resistance</p>		<p>CO3</p> <p>CO4</p> <p>CO5</p> <p>CO6</p>	<p>K3</p> <p>K4</p> <p>K5</p> <p>K6</p>
Text Books				
1. Curran, J., Gurevitch, M., & Woollacott, J. (2005). The study of the media: Theoretical approaches. In Culture, society and the media (pp. 6-25). Routledge.				
2. Bandyopadhyay, Sibaji. (2007). 'Approaching the Present—The pre-text: the Fire Controversy' in <i>The Phobic and the Erotic: Politics of Sexualities in Contemporary India</i> , ed. Brinda Bose & Subabrata Bhattacharyya, London-New York-Calcutta: Seagull Books, pp. 17-90.				
3. Yengde, S. (2018). Dalit Cinema. <i>South Asia: Journal of South Asian Studies</i> , 41(3), 503–518. https://doi.org/10.1080/00856401.2018.1471848				
4. Beyond the binary: (trans)gender narratives and class distinction in Rituparno Ghosh's later films by Aniruddha Dutta in Rituparno Ghosh: Cinema, gender and art Edited by Sangeeta Datta, Kaustav Bakshi and Rohit K. Dasgupta				
5. Salmon, C. T. (1989). Manufacturing consent: The political economy of the mass media. <i>Journalism and Mass Communication Quarterly</i> , 66(2), 494.				
6. El-Kurd, M. (2023). 'Western journalists have blood on their hands In S. P., Schatz, M., & Warren, R's' (Eds) <i>From the River to the Sea: Essays for a Free Palestine</i> .				
7. Mankekar, P. (2002) . 'Epic Contests: Television and Religious Identity in India by Purnima Mankekar', In Ginsburg, F. D., Abu-Lughod, L., & Larkin, B. (Eds.) <i>Media worlds: Anthropology on new terrain</i> . Univ of California Press.				
8. Sharma, A. (2018). "Documentary as Witness; Documentary as Counter-Narrative: The Cinema of Sanjay Kak' by Aparna Sharma In Ashvin Immanuel Devasundaram's (Ed) <i>Indian Cinema Beyond Bollywood The New Independent Cinema Revolution</i> , (pp. 117-137). Routledge. (Documentary)				
9. Sinha, Annapurna (2023). 'Transformation for Empowerment: An Analysis of Multidimensional Growth of Khabar Lahariya' In <i>Community Newspapers in India: Manifestations and Metamorphosis. (Independent News Media)</i>				
10. Chandra, G., & Erlingsdóttir, I. (Eds.). (2020). <i>The Routledge handbook of the politics of the # MeToo movement</i> . Routledge. (Social media)				
11. Chandra, G., & Erlingsdóttir, I. (Eds.). (2020). <i>The Routledge handbook of the politics of the # MeToo movement</i> . Routledge. (Social media)				
Suggested readings				
1. Prasad, M. M. (1998). <i>Ideology of the Hindi film: A historical construction</i> .				
2. Szivak, J. (2021). 'Trouble in paradise: The Portrayal of the Kashmir Insurgency in Hindi cinema', In Nukhbah Taj Langah and Roshni Sengupta <i>Film, Media, and Representation in Postcolonial South Asia Beyond Partition</i> .				
3. <i>Towards A People's Cinema : Independent Documentary and its Audience in India</i> by Kasturi Basu & Dwaipayyan Banerjee (Independent Cinema)				
Web Resources				

1. Salih, Ruba. (2003). Can the Palestinian speak? Allegra Lab https://allegralaboratory.net/can-the-palestinian-speak/
2. Fire (1998) by Deepa Mehta
3. Fandry (2013) by Nagraj Manjule
4. 'Two'- Short film by Satyajit Ray
5. Arekti Premer Golpo (2010) by Kaushik Ganguly & Chitragada (2012) by Rituparno Ghosh
6. Documentary: Performing the Goddess (1999) by Naveen Kishore
7. Documentary: Writing with Fire (2021) by Rintu Thomas & Sushmit Ghosh
8. Turup TURUP CheckMate (2017)
Evaluation Theory CIA: 30 Semester Exam: 70
Paper Structure for Theory Semester Exam Module : Modules -2 (35 marks each) Module A 1 long question out of 2:1X15=15 2 short questions out of 4: 2X10=20 Module B 1 long question out of 2: 1X15=15 2 short questions out of 4: 2X10=20

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Recognize the theoretical frameworks to study media.	K1
CO2	Interpret the language of representations in films and documentaries sociologically.	K2
CO3	Implement theoretical understanding in analyzing different forms of media.	K3
CO4	Examine the political economy of the media in order to understand the domain of 'post-truth','fake' & 'viral news' and media as propaganda.	K4
CO5	Evaluate the 'mediatization' of contemporary society with particular emphasis on 'social' media and AI.	K5
CO6	Develop a nuanced understanding of independent films, documentaries and independent media as a ground for formulating media as a site of resistance.	K6