

Semester	II
Course ^{*1}	BA General Multidisciplinary
Paper Title and Paper Code	Media and Society M1BG230211T
No. of Credits ^{*2}	3
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	3
Syllabus	<p>Unit I: Understanding the Media Industry</p> <p>Overview of media Industries: Understanding the different sectors within the media industry including television, film, radio, print, and digital media.</p> <p>Roles and Responsibilities in Media Professions: Introduction to various roles within the media industry and their respective duties and responsibilities.</p> <p>Unit II: The Role of Mass Media in Society</p> <p>Media and Politics: Analysis of how media influences political opinions, election campaigns, and policy-making.</p> <p>Media, Education and Communication: Overview of the role of media in facilitation of education and communication in the society.</p> <p>Media and Entertainment: Understanding the role of media in propagation of entertainment and its implications.</p> <p>Unit III: Digital Media and Society</p> <p>Overview and Impact: Study of digital and social media platforms, their impact on society and their roles in communication and marketing.</p> <p>The Future of Digital Media: Exploration of emerging trends in digital media.</p>

Learning Outcomes * ³	<ul style="list-style-type: none"> ● Identifying the relations between the society and the media ● Developing an understanding on the impact of social media in the society as well as trends of future developments ● Introduction to the general understanding of various media operations and functioning
Reading/Reference Lists * ⁴	<p>Texts</p> <p>Selected excerpts, chapters, and essays from the reading list.</p> <p>Reading/ reference List</p> <ul style="list-style-type: none"> ● Agarwal, V.B, Gupta, V.S. (2012), <i>Handbook of Journalism and Mass Communication</i>, Concept Publishing Co. Pvt. Ltd. ● Chawla, A. (2021). <i>New Media and Online Journalism: Handbook for Media Studies</i>. Pearson Education ● Chanda, M.K. (2008). <i>History of English Press in Bengal: 1858-1880</i>. K P Bagchi & Co. ● Flew, T. (2011). <i>Understanding Global Media</i>. Bloomsbury Academic ● Jenkins, H. (2008). <i>Convergence culture: Where Old and New Media Collide</i>. NYU press. ● Kumar, K. J. (2020). <i>Mass Communication in India</i>. Jaico Pub. House, Mumbai. ● Manovich, L.(2002). ‘What is New Media?’ in <i>The Language of New Media</i>. Cambridge. ● McQuail D. & Deuze M. (2020). <i>Mcquail's Media and Mass Communication Theory</i> (Seventh). SAGE Publications. ● Stevenson, N. (2002). <i>Understanding Media Cultures: Social Theory and Mass Communication</i>. Sage Publications Ltd. ● Williams, K. (2003). <i>Understanding Media Theory</i>. Oxford University Press.

	<ul style="list-style-type: none"> • SWAYAM NPTEL Online Course on Digital Media by Dr. K S Arul Selvan. Course Code: MJMo28: Digital Media • SWAYAM Online course on 'Society and Media' by Dr. Durgesh Tripathy, Guru Govind Singh Indraprastha University, New Delhi and CEC 	
Evaluation	Theory – 50 marks CIA: 10 marks Semester Exam: 40 marks	Practical (if applicable) CA: Semester Exam:
Paper Structure for Theory Semester Exam	20 marks Objective/Short questions 20 marks Long/Analytical/Explanatory questions	