

Semester	I
Course	Multidisciplinary
Paper Code	<b>M1MV230111T</b>
Paper Title	Media and Society
No. of Credits	3
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	2
Syllabus	<p><b>Module I</b></p> <p><b>Understanding the Media Industry</b></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><b>The Role of Mass Media in Society</b></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><b>Module II</b></p> <p><b>Digital Media and Society</b></p> <p>Overview and Impact: Study of digital and social media platforms, their impact on society and their roles in communication and marketing.</p>

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

Evaluation	Full Theory – 50 marks paper CA: 15 marks Semester Exam: 35 marks	Practical (if applicable) CA: Semester Exam:
Paper Structure for Theory Semester Exam	<ol style="list-style-type: none"> <li>1. 2 Long Answers of 15 marks from an option of 3 questions</li> <li>2. 5 objective type question of 1 mark each</li> </ol> OR 1 short note of 5 marks from an option of 2 questions	