Semester	I
Course	Multidisciplinary
	M1MV230111T
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	**Module I** **Understanding the Media Industry** Overview of media Industries: Understanding the different sectors within the media industry including television, film, radio, print, and digital media. Roles and Responsibilities in Media Professions: Introduction to various roles within the media industry and their respective duties and responsibilities. **The Role of Mass Media in Society** Media and Politics: Analysis of how media influences political opinions, election campaigns, and policy-making. Media, Education and Communication: Overview of the role of media in facilitation of education and communication in the society. Media and Entertainment: Understanding the role of media in propagation of entertainment and its implications. **Module II** **Digital Media and Society** Overview and Impact: Study of digital and social media platforms, their impact on society and their roles in communication and marketing. The Future of Digital Media: Exploration of emerging trends in digital media.

Learning Outcomes	- 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	**Texts** Selected excerpts, chapters, and essays from the reading list. **Reading/Reference List** - Agarwal, V.B, Gupta, V.S. (2012), *Handbook of Journalism and Mass Communication*, Concept Publishing Co. Pvt. Ltd. - Chawla, A. (2021). *New Media and Online Journalism: Handbook for Media Studies*. Pearson Education - Chanda, M.K. (2008). *History of English Press in Bengal: 1858-1880*. K P Bagchi & Co. - Flew, T. (2011). *Understanding Global Media*. Bloomsbury Academic - Jenkins, H. (2008). *Convergence culture: Where old and new media collide.* NYU press. - Kumar, K. J. (2020). *Mass Communication in India*. Jaico Pub. House, Mumbai. - Manovich, L.(2002). What is New Media? in *The Language of New Media*. Cambridge. - McQuail D. & Deuze M. (2020). *Mcquail's Media and Mass Communication Theory* (Seventh). SAGE Publications. - Stevenson, N. (2002). *Understanding Media Cultures: Social Theory and Mass Communication.* Sage Publications Ltd. - Williams K. (2003). *Understanding media theory.* Oxford University Press.

Evaluation	<u>Full Theory – 50 marks paper</u>	Practical (if applicable) CA:

	CIA: 15 marks Semester Exam: 35 marks	Semester Exam:
Paper Structure for Theory Semester Exam	1. 2 Long Answers of 15 marks from an option of 4 questions 2. 5 objective type question of 1 mark each OR 1 short note of 5 marks from an option of 2 questions	