

Semester: 1

Course : Mass Communication and Videography

Paper Title: *Media and Society*

Paper code: M1MV230111T

Credits: 3

Hours/week : 3

Category: Core/MDC/SEC/VAC : Multidisciplinary

Theory / Practical / Composite : Theory

No of Modules : 2

Course Overview:

This course introduces students to the fundamental relationship between media and society by examining the structure and functioning of the media industry and its social roles. It provides an overview of various media sectors such as television, film, radio, print, and digital media, along with the professional roles that sustain these industries.

The course also explores how media interacts with key social institutions including politics, education, and entertainment. In addition, it familiarises students with digital and social media, highlighting their societal impact, communicative power, and emerging trends. The course aims to build a foundational understanding of media operations and their influence on contemporary society.

Course Outcome:

- 1) **Remember:** Students recall basic concepts, terminologies, and structures of the media industry and its relationship with society.
- 2) **Understand:** Students understand the role of mass media in social institutions such as politics, education, communication, and entertainment.
- 3) **Apply:** Students apply foundational media concepts to interpret the functioning of different media industries and digital platforms.
- 4) **Analyse:** Students analyse the impact of mass media and social media on society, culture, communication, and public opinion.
- 5) **Evaluate:** Students evaluate emerging trends and future developments in digital media and their implications for society.

Prerequisites: *Basic knowledge about any prior course in media studies, journalism, or mass communication.*

SYLLABUS

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL

<p>1.</p>	<p>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>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 facilitating education and communication in society.</p> <p>Media and Entertainment: Understanding the role of media in the propagation of entertainment and its social implications.</p>	<p>3 classes/week</p>	<p>CO1, CO2, CO3, CO4, CO5</p>	<p>K1, K2, K3, K4, K5</p>
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II	<p>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 and future developments in digital media.</p>	3 classes/week	CO1, CO2, CO3, CO4, CO5	K1, K2, K3, K4, K5

Text Books

1. Agarwal, V. B., & Gupta, V. S. (2012). *Handbook of Journalism and Mass Communication*. Concept Publishing Co. Pvt. Ltd.
2. Kumar, K. J. (2020). *Mass Communication in India*. Jaico Publishing House, Mumbai.

Suggested readings

1. Chawla, A. (2021). *New Media and Online Journalism: Handbook for Media Studies*. Pearson Education.
2. Chanda, M. K. (2008). *History of English Press in Bengal: 1858–1880*. K. P. Bagchi & Co.
3. Flew, T. (2011). *Understanding Global Media*. Bloomsbury Academic.
4. Jenkins, H. (2008). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
5. Manovich, L. (2002). *What Is New Media?* In *The Language of New Media*. Cambridge.
6. McQuail, D., & Deuze, M. (2020). *McQuail's Media and Mass Communication Theory* (7th ed.). SAGE Publications.
7. Stevenson, N. (2002). *Understanding Media Cultures: Social Theory and Mass Communication*. Sage Publications Ltd.
8. Williams, K. (2003). *Understanding Media Theory*. Oxford University Press.

Web Resources

1. <https://shodhganga.inflibnet.ac.in/>
2. <https://archive.org/>
3. <https://www.oii.ox.ac.uk/>

Evaluation

- CIA: 15 Marks
- End-Semester Examination: 35 Marks

- Total: 50 Marks

Paper Structure for Theory Semester Exam:

Module I & II (Combined):

- Two long-answer questions out of four options
 $2 \times 15 = 30$ marks
- Five objective-type questions
 $5 \times 1 = 5$ marks

OR

- One short note out of two options
 $1 \times 5 = 5$ marks

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive Level
CO1	Remember: Students recall basic concepts, terminologies, and structures of the media industry and its relationship with society.	K1

CO2	Understand: Students understand the role of mass media in social institutions such as politics, education, communication, and entertainment.	K2
CO3	Apply: Students apply foundational media concepts to interpret the functioning of different media industries and digital platforms.	K3
CO4	Analyse: Students analyse the impact of mass media and social media on society, culture, communication, and public opinion.	K4
CO5	Evaluate: Students evaluate emerging trends and future developments in digital media and their implications for society.	K5