

O.E 3.1 MEDIA AND SOCIETY

Theory: 4 Hours/week
60hrs/Sem

Marks: 70
I.A: 30
Total:100

Objectives:

- a. To make students aware of contemporary media development and challenges in India.*
- b. To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.*

Unit – 1:

Mass media and society: Importance of media, critical analysis of the role of media, media impact on society, social responsibility of media.

Unit – 2:

Media and democracy: public sphere, Freedom of speech and expression, Right to information, Right to privacy and media as a watchdog.

Unit – 3:

Mass media and public interest: A critical study of media, Analysis of media contents, its role in serving public; marginalized groups. Role of media in social movements: political – cultural movements, national integration, communal harmony.

Unit – 4:

Ownership of media, content – control, Internal and external threats, pressures on media – media regulations, issues of social class, poverty, development and public health.

Unit – 5:

Media credibility: factors affecting media credibility, contemporary issues, media performance and its role, critical analysis of media credibility: Paid news

Books for references

1. Media and culture an introduction to mass communication - Richard Campbell
2. Mass media issues analysis and debate – George Oddman
3. Media and Democracy in Asia - An AMIC compilation, 2000
4. Dynamics of mass communication: Media in Transition - Joseph Dominick
5. Conflict sensitive journalism - Ross Howard
6. Media power in politics - Graber, Doris. 1980
7. Media and Society - Arthur Asa Berger
8. Media and Society: challenges and opportunities - Edited by VirBalaAggarwal
9. New Media and Society - Ed: Nicholas Jankowski - Pub: Sage Publications
10. Communication and Persuasion by CI, Hovland/I.L Janies/H H Kelly, Yale University ,Newyork, 1953

