

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
 Shri Vaishnav Institute of Journalism and Mass Communication  
 Choice Based Credit System (CBCS) in light of NEP -2020  
 BA+ MA (Journalism and Mass Communication)  
 Semester III (2021-2024)

**Generic Elective**  
**Introduction to Media and Culture Studies**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
GUJMC101	GE	Introduction to Media and Culture Studies	60	20	20	0	0	3	0	0	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P –Practical; C - Credit;  
 \***Teacher Assessment** shall be based on the components like Quiz/Assignments/Project/Participation in Class (Given that no component shall exceed 10 marks.)

**Course Educational Objectives (CEOs):**

The students should be able:

- CEO 1 To improve the understanding of cultural perspective in media
- CEO 2 To analyze the historical development of society through media
- CEO 3 To have insight in the traditional media tools and approaches

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills, and attitudes.

- CO 1 The student will get to know about the importance of culture in media studies.
- CO 2 The students will be able to understand the approaches and application implies in media studies.
- CO 3 Students will be able to examine the method to study the different media and audience.



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**Course Content:**

**Unit I – Basics of Media and Cultural Studies**

- Introduction to Media and Cultural Studies
- Mass Culture
- Popular Culture
- Folk Culture.

**Unit II – Theoretical approach**

- Frankfurt School: Critical Theories
- Uses and Gratification Approach
- Reception Theory
- Frank dance Model

**Unit III – Discourse analysis**

- Representation of Media as Texts, Signs and Codes, Genres
- Representation of nation, class, caste, gender
- Audiences: Active and Passive audience



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**Unit IV – Culture and Communication**

- Meaning and Concept
- Theoretical approach to cultural communication
- Importance of culture and tradition in media studies
- Cultural barriers in communications,

**Unit V – Traditional versus new Media**

- Folk Media as a form of Mass Culture
- Audience in live Performance
- Media technologies, New Media and Cultural forms.

**Suggested Readings**

1. Fiske , John(1982), **Introduction to Communication Studies**, Routledge
2. McQuail Dennis, 2000, (fourth Edition). **Mass Communication Theory**. London: Sage Publication
3. Stevenson Nick, (2002) **Media Cultures**, New Delhi: Sage Publication.