

***Bachelors in Journalism & Mass Communication (BJMC Hons)***

***Generic Elective Course-Option B***

***(BJMC-GE-1101-B)***

***Credits: 6***

***Semester I***

**MEDIA AND SOCIETY**

*Objectives: To introduce students to the functions and responsibility of mass media in the society*

***UNIT I***

- News Media and Society
- Structure of Media in society
- Functions of Media in society

***UNIT II***

- Media and Social Institutions
- Public Sphere
- Media Ownership and Control of Media

***UNIT III***

- Media and its Audiences, Changing Nature of Audience
- Audience Interpretation of media content
- Media Content—Construction, Representation

***UNIT IV***

- Mass Culture
- Media and Stereotypes
- Media and Globalization

***Suggested readings***

1. *Audiences Analysis* by Denis McQuail
2. *Mass Media and Society* by N Prabakar
3. *Understanding Media* by Andrew Hart
4. *Media and Society in 21<sup>st</sup> Century: A Historical Introduction* by L Gormen
5. *Medium is Message* by Marshall McLuhan