



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- Ist Semester (NEP)

Subject: Sociology

Course Title: Sociology of Mass Media-I (SEC)

Course Code: UGSOC22S101

Contact Hrs: 60 (Theory: 30, Tutorial: 30)

Total Credits: 04 :(Theory: 02; Tutorial/Practical = 02)

Max. Marks: 100

Theory Internal: 50

Tutorial (Internal): 50 Marks

Objectives:

- To familiarize the student with the interconnection between media and society.
- To acquaint the student with the production and reception of media from a sociological point of view.
- To help the students in comprehending the all-pervasive role of mass media in shaping lives and relationships.

Unit I.	Introduction to Mass Media
	a) Definition of Mass Media b) Components of Mass Media: Print, Electronic & Social Media c) Functions of Mass Media: Manifest & Latent.
Unit II.	Mass Media & Society
	a) Concept & Characteristics of Mass Society. b) Role of Mass Media in Socialisation. c) Role of Mass Media in Social Change.
Tutorials:- Assignment/Group Discussions/Presentation/Quiz/Book Review/Field Survey(Followed by Viva-Voce	
Unit III.	a. Preparation and presentation of a documentary on any of the local social issues: <ul style="list-style-type: none">• Domestic Violence• Drug Addiction• Increasing trends in Suicide rate. b. Report writing <ul style="list-style-type: none">• Impact of mass media on youth.
Unit IV.	Book review: <ul style="list-style-type: none">• Animal Farm by George OrwellEmotional Intelligence 2.0 by Jean Greaves and Travis Bradberry

Suggested Readings:

- Pamela J. Shoemaker and Stephen D. Reese. Mediating the Message in 21st Century.
- Tamas Szecsko. Mass Media and Social Change.
- Paul Hodkinson Media, Culture and Society.