

BA (H) Sociology
Generic Elective 07
Sociology Of Media

Course Objectives

1. To introduce the students to certain major themes of outlining the interconnections between media and society.
2. To familiarize students with important theories in the sociology of media.
3. To understand the process of *production, control* and *reception* of media and its *representations* critically from a sociological perspective.

Course Learning Outcomes

1. An appreciation of mediatized character of social existence and its history.
2. An acquaintance with history, concepts and various theoretical strands in sociology of media.
3. An understanding of social, political, economic and cultural processes that underpin the operations of our mediatized ecosystem and their effects.

Course Outline:

Unit 1. Mass Society and Mass Media

Unit 2. Theoretical Approaches

2.1 Neo-Marxist

2.2 Feminist

2.3 Semiotic

2.4 Interactionist

Unit 3. Media Processes

3.1 Production, Control, Challenges by New Media

3.2 Media Representation

3.3 Audience Reception

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Course Content:

Unit 1. Mass Society and Mass Media

McLuhan, Marshall. 1964, *Understanding Media: Extensions of Man*. Cambridge: The MIT Press. Pp. 07-21.

Jacobs, Norman. 1960, 'Mass Culture and Mass Media' & 'Culture and Society' In *Daedalus* Vol. 89, No. 2, Spring, 1960. Pp. 273-287.

Unit 2. Theoretical Approaches

2.1 Neo-Marxist

Adorno, Theodor. 1991. 'Culture Industry Reconsidered', In *The Culture Industry: Selected Essays in Mass Culture*. London: Routledge. Pp. 98-106.

Benjamin, W. 1968, 'The Work of Art in the Age of Mechanical Reproduction' in H. Zohn (Trans.), *Illuminations: Essays and Reflections* (pp. 217-252). New York: Schocken.

2.2 Feminist

Mulvey, Laura. 'Visual Pleasure and Narrative Cinema' In *Film Theory and Criticism: Introductory Readings*. Eds. Leo Braudy and Marshall Cohen. New York: Oxford UP, 1999: 833-44.

McRobbie, Angela, 'Post-Feminism and Popular Culture: Bridget Jones and the New Gender Regime' In *The Aftermath of Feminism: Gender, Culture and Social Change*, Sage Publication Ltd. 2009:11-22.

2.3 Semiotic

Barthes, Roland. 'The Photographic Message' In *Image, Music and Text* Ed. And Trans. Stephen Heath. New York: Hill, 1977. 15-31.

Hall, Stuart. "Encoding/Decoding." In *Critical Visions in Film Theory*. Ed. Timothy Corrigan, P. White, M. Mazaj. Boston: Bedford St. Martins 2011. 77-87.

2.4 Interactionist

Thompson, John B. 'The Rise of Mediated Interaction' In *The Media and Modernity: A Social Theory of the Media*. Stanford, CA: Stanford UP, 1995.

Unit 3. Media Processes

3.1 Production and Control in Old and New Media

Herman, Edward S., and Noam Chomsky. 'A Propaganda Model' In *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon, 1988. Pp. 1-35.

Kaur, Raminder, and William Mazzarella. 'Between Sedition and Seduction Thinking Censorship in South Asia' In *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Bloomington: Indiana UP, 2009.

Eko, Lyombe, 2012. 'New Media, Old Authoritative Regimes: Instrumentalization of the Internet and Networked Social Media in the "Arab Spring" of 2011 in North Africa' In *New Media, Old Regimes: Case Studies in Comparative Communication Law and Policy*. Boulder: Lexington Books. Pp. 129-160.

3.2 Media Representations

Dyer, Richard. 2012, 'Stereotyping', In Meenakshi Durham and Douglas M. Kellner (eds.) *Media and Cultural Studies: Keywords*, Oxford: Blackwell. Pp. 275-282.

Sorenson, John. 1991, 'Mass Media and Discourse on Famine in the Horn of Africa' In *Discourse & Society*, Sage: London 1991; Vol 2(2); 223-242.

3.3 Audience Reception

Livingstone, Soia. 2003, 'The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User' In Angharad N. Valdivia (ed.) *A Companion to Media Studies*. Malden, MA: Blackwell Pub.

Bourdieu, Pierre. 1996, 'The Invisible Structures and Their Effects' In *On Television*. New York: The New Press. Pp. 39-67.

Naficy, Hamid. 'Ideological and Spectatorial Formations' In *A Social History of*

Iranian Cinema. Durham [N.C.]: Duke UP, 2011. pp. 71-140.

References

Compulsory Readings

Adorno, Theodor. 1991. 'Culture Industry Reconsidered', In *The Culture Industry: Selected Essays in Mass Culture*. London: Routledge. Pp. 98-106.

Barthes, Roland. 'The Photographic Message' In *Image, Music and Text* Ed. And Trans. Stephen Heath. New York: Hill, 1977. 15-31.

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Jacobs, Norman. 1960, 'Mass Culture and Mass Media' & 'Culture and Society' In *Daedalus* Vol. 89, No. 2, Spring, 1960. Pp. 273-287.

Kaur, Raminder, and William Mazzarella. 'Between Sedition and Seduction: Thinking Censorship in South Asia' In *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Bloomington: Indiana UP, 2009.

Livingstone, Soia. 2003, 'The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User' In Angharad N. Valdivia (ed.) *A Companion to Media Studies*. Malden, MA: Blackwell Pub.

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Mulvey, Laura. 'Visual Pleasure and Narrative Cinema' In *Film Theory and Criticism: Introductory Readings*. Eds. Leo Braudy and Marshall Cohen. New York: Oxford UP, 1999: 833-44.

Naficy, Hamid. 'Ideological and Spectatorial Formations' In *A Social History of Iranian Cinema*. Durham [N.C.]: Duke UP, 2011. Pp. 71-140.

Sorenson, John. 1991, 'Mass Media and Discourse on Famine in the Horn of Africa' in *Discourse & Society*, Sage: London, 1991; Vol 2(2); 223-242.

Thompson, John B. 'The Rise of Mediated Interaction' In *The Media and Modernity: A Social Theory of the Media*, Stanford, CA: Stanford UP, 1995.

Additional Resources

Briggs, Asa & Peter Burke. *A Social History of the Media: From Gutenberg to the Internet*. Cambridge: Polity. 2002.

Rajagopal, Arvind. *Politics after Television: Religious Nationalism and the Reshaping of the Indian Public*. Cambridge, UK: Cambridge UP, 2001.

Said, Edward W. 1997, *Covering Islam: How the Media and Experts Determine How We See the Rest of the World*. New York: Vintage.

Teaching Learning Process

Lectures, presentations, Film screenings, Critical readings of media, projects on making short films.

Assessment Methods

Tests, Essays, Thematic Reviews of Various forms of Media, Short Position Papers, Case Studies

Keywords

Media, Mass Media, Culture, Culture Industry, Feminism, Semiotics, Representation, Ideology, Censorship, Audience, Regulation, Information, Propaganda