

**NIRMA UNIVERSITY**  
**Institute of Technology**  
**Bachelor of Technology**  
**Open Elective (all Dept.)**

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<b>Course Code</b>	<b>2HSOE03</b>
<b>Course Title</b>	<b>Media, Culture and Society</b>

**Course Outcomes (CO):**

At the end of the course, students will be able to-

1. interpret and evaluate contemporary global culture through a critical framework
2. recognize and apply foundational context from the field of communication and media studies to an examination of the contemporary world.
3. examine cultural aspect of folk practices
4. explore mass media and its impact

**Syllabus:**

**Teaching Hours: 45**

<b>Unit I</b>	<b>6</b>
<b>Introduction:</b> Key concepts and theories: media, culture, high/low culture, and popular culture mass culture.	
<b>Unit II</b>	<b>9</b>
<b>Media in the Global Context:</b> The development of cultural industries (case studies of cross cultural consumption, McDonaldisation, exoticization of the third world, United Colors of Benneton) Documentaries and TED talk (excerpts)	
<b>Unit III</b>	<b>6</b>
<b>Cultural Studies:</b> Different perspectives, understanding the folk/popular practices in India. Movie: Rudali (excerpts)	
<b>Unit IV</b>	<b>9</b>
<b>Print Culture:</b> The emergence of the newspaper, print, capitalism and political identity, calendar art and mass production of pictures and the middle class aesthetic, photography and film hoardings. Movie: The Post (excerpts)	
<b>Unit V</b>	<b>9</b>
<b>Cinema:</b> The conflict of traditional forms and modern technology, the nation- and the home - persistent themes in Hindi cinema, the post-90s Hindi cinema imagining the family and NRI cultures.	

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## Unit VI

**Screening Culture:** Television - issues of modernity and development, discourse of national integration, narrative serials, commercial sponsorship, Women oriented narratives, the mythological, global and regional networks, politics after television, popular music and technology, devotional music.

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## Unit VII

**Resisting Power through the Media:** Representative literary (for example poetry, speeches, social media postings, Arab uprising, Janlokal Bill etc.)

### Self-Study:

Self-study contents will be declared at the commencement of the semester. Around 10% of the questions will be asked from the self-study contents.

### Suggested Readings<sup>^</sup>:

1. Niranjana, Tejaswini, P.Sudhir and Vivek, Dhareshwar (Eds.) Interrogating Modernity: Culture and Colonialism in India. Calcutta. Seagull Books.
2. Dwyer, Rachel and Christopher Pinney (eds.). Pleasure and the Nation. New Delhi. Oxford University Press.
3. Grossberg, L., C. Nelson and P. Treichler (eds.) Cultural Studies. London.
4. Edgar, Andrew and Peter Sedgwick (eds.) Key concepts in Cultural Theory. London. Routledge
5. Singhal, Arvind and Rogers, Everett (Eds.) India Communication Revolution; From Bullock carts to Cyber marts. New Delhi. Sage.
6. Kapur, Geeta, When was Modernism: Essays on Contemporary Cultural Practice, New Delhi: Tulika.
7. Prasad Madhava. Ideology of Hindi Cinema. New Delhi: OUP.
8. Srivatsan. R. Conditions of Visibility. Calcutta. Stree.

L = Lecture, T = Tutorial, P = Practical, C = Credit

<sup>^</sup> this is not an exhaustive list