

Sociology of Media

Semester II

Subject Code: ACH505

Lectures (Lects.): 60

MSL 11503

Objectives

- To introduce students to the different types of media.
- To introduce new methodologies to analyze media in the context of globalization, nation, gender and community.

Topic 1: Concept and Theories and of Media

(18)Lects.

- Defining Media:
- Making Sense: Ideology, Discourse and hegemony
- State and Media in India
- Methodologies for Studying Media --- Textual analysis and Audience research

Topic 2 : Television: Analyzing programmes

(12)Lects.

- Redefining Indian Television
- Mediating Identities: Transnational Television
- Politics of Television

Topic 3: Nation, Gender and Community in Indian Cinema

(12)Lects.

- Regional
- Bollywood
- Transnational

Topic 4: New Social Media

(12)Lects

- Identity formation
- Mediated Intimacies
- Digital Divide/Inequalities



Surajam
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Usman
B. B. Jawale

Devnekar
class -

Atambe

*Assignments and library hours – 12 hours

Recommended Text Books

- Asa Briggs & Peter Burke, A Social History of the Media, Polity Press, Cambridge 2005.
- Page Nos. 1-12; 91-120
- Butcher Mellissa: Transnational Television. Cultural Identity and change; Sage, N. Delhi.
- 2003. Page nos. 49-87; 111-180
- Hodkinson Paul: Media, Culture and Society , Sage Publications, 2011. Page Nos. 1-15;
- 60-81; 103-126
- Nandy A.(Ed.): The Secret Politics of Our Desires, Oxford University Press, New Delhi,
- 1995 (Introduction)
- Niranjana Tejaswini et al (): Interrogating Modernity, Seagull, Calcutta,
- 1995.(Introduction)
- O'Shaughnessy Michael: Media and Society- An Introduction, OUP, Australia, 1999.
- Page nos.1-52,63-69.155-14
- Rajgopal Arvind: Politics of Television, Cambridge University Press, UK, 2001
- 25
- Uberoi Patricia: 'Imagining the Family: An Ethnography of viewing Hum
- Aapke Hain Kaun' in Dwyer & Patel (Eds), Pleasure and the Nation, Oxford, New Delhi.
- 2001
- Virdi Jyotika (2003): The Cinematic Imaginations, Permanent Black, New Delhi.
- References:
- Ash Amin and Nigel Thrift (eds) Cultural Economy Reader, Blackwell, London, 2004.
- Don Robotham, Culture, Society and Economy: Bringing Production Back in, Sage,
- London 2005
- Dwyer & Patel (Ed.): Pleasure and the Nation, Oxford University Press, New Delhi,
- 2001
- Dwyer & Patel: Cinema India, Oxford University Press, New Delhi, 2002
- Jan van Dijk, The Network Society, Sage, London, 2006
- Uberoi Patricia: Freedom and Destiny, Oxford University Press, New Delhi, 2006



Usha
Dandekar

Usha
Dandekar
B.B. Sawale

Atul
Jambhe
Desai -